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MARCH 6, 1991

RESTAURANTS & INSTITUTIONS

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R&I's TOP 100

America's
Highest-Grossing
Independent
Restaurants

FOOD TO GO A GROWING MARKET

*Bigsby's In Chicago Serves Or
Sends Its Complete Menu*

PLUS:

Deli Meats & Sausage
Ideas To Use
Menu Concepts
Disposables

MEXICAN TORTILLAS

*More Inside!
See Page 4*



A CAHNERS PUBLICATION

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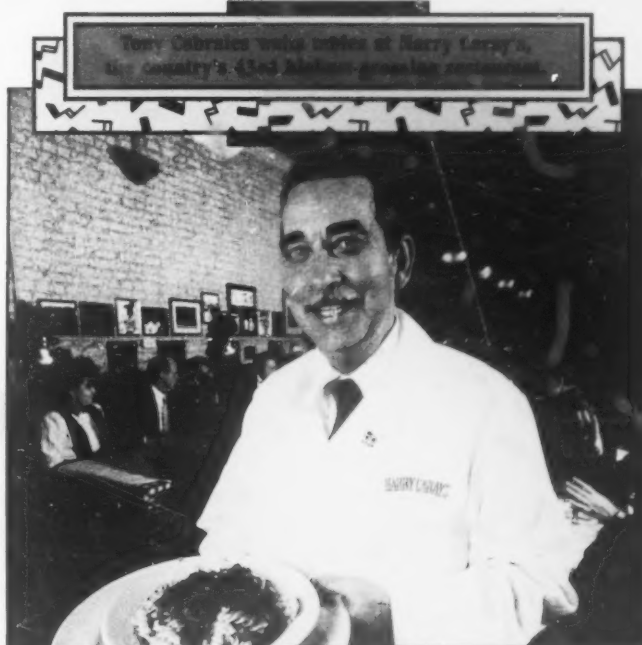
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40 R&I EXCLUSIVE: AMERICA'S TOP 100 INDEPENDENTS

R&I presents its annual ranking of the country's top-volume restaurants. Although their sales as a whole are off from last year, certain regions of the country did remarkably well in 1990. In addition, the operators of the Top 100 are taking a more cautious approach to expansion, planning 15 new restaurants this year, compared to the 36 they planned in 1990.

105 CHAINS RETHINK PACKAGING AND THE ENVIRONMENT

Increasing public concern for the environment keeps foodservice packaging in the spotlight. Our Equipment feature explains who's trying what in packaging, and what trade-offs are involved in the switches.

114 MAKE IT HAPPEN— MAKE IT MEXICAN

Operators and customers are flipping over a Mexican pancake of many

uses—the tortilla. As ingredient, accompaniment, even edible utensil, it scores high in versatility and cost-effectiveness. Flip to our Food section for serving ideas, usage tips and recipes.

131 THE LOWDOWN ON LOW-FAT SAUSAGE

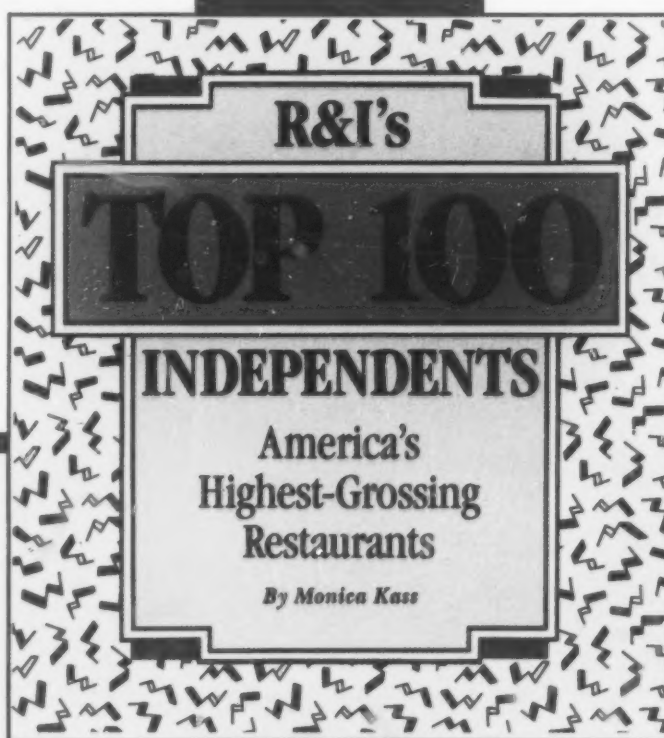
The sausage dish on your menu needn't get short shrift from customers looking for leaner cuisine. Product Know-How offers tips for trading in some of the fat for flavor, and recipes, too.

84 ON THE COVER: TAKEOUT & DELIVERY ARE ON A ROLL

The call for convenience and a here-to-fore untapped audience—the homebody, and the harried—have created a \$63-billion takeout market. R&I interviewed "whizzards" at the takeout and delivery business to find what is required to mobilize for takeout and what menus and promotions have passed tough road tests with high-performance ratings. One such to-go guru, Bigsby's in Chicago (see cover), does 90% of its takeout business in home deliveries.

R&I EXCLUSIVE

■ RANKING



Lunch rush at Harry Caray's, and Tony Cabrales is in his glory. Wielding a heavy tray of the meat-and-potatoes basics Caray's does best, Tony deftly dodges between Chicago's business-lunch masses, an utterly sincere smile on his face. "I was born to be a waiter," he says. "This is my college degree." Tony's dedication to and sheer enjoyment of the job he's done since 1952 is evident in dollars. In 1990, Tony waited tables to the tune of \$455,000, 5.8% of the \$7.825 million Harry Caray's did in food and beverage sales.

In the face of the nation's difficult economic scenario, owners of the country's highest-grossing restaurants are quick to acknowledge their dependence on employees like Cabrales, whose dedication to quality service keep the customers coming in. "It would be very difficult to do the volumes we do here without people like Tony," says Grant DePorter, Harry Caray's managing director. "No matter how crazy it gets, they know how to put people at ease."

Overall, total food and beverage volume for the Top 100 dropped from \$876.532 million (1989 year-end figures), to \$874.145 million at year-end 1990.

The East Coast was hardest hit by the slump: Many Top 100 operations located in that region showed sales declines of at least 1%-5% in 1990; some dropped 15%-20%. Operations elsewhere in the country stayed flat or showed slight gains, with the exception of Florida restaurants, which posted some significant gains.

Sales at The Kapok Tree in Clearwater, for example, increased 12% in 1990.

Looking to the remainder of 1991, operators nationwide say their biggest challenges include the difficult economy, holding

prices steady in the face of rising costs, and keeping customer counts up. Finding good help and top-quality supplies also are concerns.

As in years past, *R&I's* Top 100 ranks restaurants on the basis of food and beverage sales only. Each restaurant in the ranking has been open at least 12 months.

New this year: *R&I* has lifted the restriction that ranked restaurateurs may own no more than 10 operations. Also new: There is no restriction on the number of restaurants one restaurateur can have in the ranking. However, each restaurant listed is an independent concept, not duplicated anywhere in the States. For this reason, restaurants such as Legal Sea Foods and the Hard Rock Cafe have been deleted from the ranking.

Following the ranking is the "20 Top Contenders," restaurants with sales just below \$5.38 million, the figure for restaurant No. 100 in this year's ranking. "Great Expectations" gives the facts on new restaurants that promise high volumes next year. "Expansion Plans" is a report on restaurants being built in the next year by the highest-grossing 100, and "Issues and Concerns" is a forum where regional operators have voiced their concerns about business in the remaining three-quarters of 1991.

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THE TOP 100

1991 Rank	Restaurant/city/opened/owner	Sales (in \$ millions)	Seats (incl. banquet)	Dinner check (w/bev.)	Dayparts	People served/year
1	The Hilltop Steakhouse Saugus, Mass., 1951 Frank Giuffrida, Jack Swansburg	\$27.310**	1,300	\$10.00	L,D	2,063,460
2	Tavern on the Green New York, 1976 Warner LeRoy (LeRoy Adventures Inc.)	25.897	1,197	45.00	B,L,D	575,000
3	Rainbow Room New York, 1934 Joseph Baum, Michael Whiteman, Dennis Sweeney	25.500*†	1,200	100.00	B,L,D	445,500
4	Windows on the World New York, 1976 Hilton International	24.009	1,605	48.40	B,L,D	4,500,157
5	Smith & Wollensky New York, 1977 Alan Stillman (New York Restaurant Group)	17.720	600	60.00	L,D	265,000
6	Phillips Harborplace Baltimore, 1982 The Phillips Family, Paul Wall	14.988	700	20.60	L,D	946,400
7	Kapok Tree Clearwater, Fla., 1957 Aaron R. Fodiman	14.368	1,750	13.68	L,D	1,086,000
8	Anthony's Pier 4 Boston, 1963 Anthony Athanas & Family	14.341**	650	23.00	L,D	629,850
9	The Manor West Orange, N.J., 1957 Harry Knowles & Family	13.900	1,500	46.00	L,D	330,000
10	Sparks Steakhouse New York, 1964 Pat Cetta, Mike Cetta	13.617	300	60.00	L,D	266,100
11	Bob Chinn's Crabhouse Wheeling, Ill., 1982 Robert Chinn, Marilyn Chinn	12.805	630	22.97	L,D	700,000
12	Scoma's Restaurant San Francisco, 1965 Al Scoma	12.232	300	26.00	L,D	479,098
13	The Four Seasons New York, 1959 Tom Margittai, Paul Kovi	11.755**	400	80.00	L,D	155,895
14	The "21" Club New York, 1923 Knoll Intl. Holdings (Marshall Cogan)	11.400**	650	65.00	L,D	153,900
15	Old San Francisco Steakhouse Dallas, 1974 Henry Reed & Partners	11.220**	750	18.00	L,D	524,280
16	Spenger's Fish Grotto Berkeley, Calif., 1890 Frank Spenger Jr., Frank L. Spenger	11.000	700	10.00	B,L,D	907,500
17	The Waterfront Covington, Ky., 1986 J. Ruby, P. Rose, B. Esiason, C. Collinsworth	11.000	290	35.75	D	155,000
18	Joe's Stone Crab Miami Beach, Fla., 1913 J. Sawitz-Bass, G. Weiss, S. Sawitz, J. Hershey	10.050††	400	33.00	L,D	346,500
19	Oyster Bar New York, 1910 Jerome Brody	10.000*	495	39.00	L,D	416,000
20	Cliff House San Francisco, 1850 Dan Hountalas	9.823	300	21.00	B,L,D	NA
21	The Water Club New York, 1982 Michael O'Keefe	9.800	600	65.00	L,D	NA
22	The Russian Tea Room New York, 1926 Faith Stewart-Gordon	9.481	325	50.00	B,L,D	220,000
23	Jimmy's Harborside Boston, 1924 Charles Doulos	9.380**	460	25.00	L,D	374,300
24	The Berghoff Chicago, 1898 The Herman Berghoff Family	9.300	700	13.50	L,D	NA
25	Zehnder's of Frankenmuth Frankenmuth, Mich., 1856 Edwin L. Zehnder	9.252	1,300	13.68	B,L,D	946,785

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RESTAURANTS & INSTITUTIONS

1991 Rank	Restaurant/city/opened/owner	Sales (in \$ millions)	Seats (incl. banquet)	Dinner check (w/bev.)	Dayparts	People served/year
26	Montgomery Inn at the Boathouse Cincinnati, 1989 The Ted Gregory Family	\$9.250	500	\$14.00	L,D	750,000
27	Old Original Bookbinders Philadelphia, 1865 John M. Taxin, John E. Taxin, Albert Taxin	9.100	950	30.00	L,D	182,500
28	Yesterday's Fort Lauderdale, Fla., 1975 Peter Goldhahn	9.030**	480	35.00	D	301,099
29	Le Cirque New York, 1974 Sirio Maccioni	9.000**	125	70.00	L,D	72,000
30	Leonardo da Vinci Washington, D.C., 1988 Vittorio Testa	9.000	1,100	30.00	L,D	NA
31	Space Needle Restaurant Seattle, 1962 The Howard S. Wright Family	8.741	240	30.13	B,L,D	377,800
32	Rascal House Miami Beach, Fla., 1954 Norman Stamler, Steve Stamler, Arthur Goodman	8.647	245	8.68	B,L,D	1,500,000
33	Frankenmuth Bavarian Inn Frankenmuth, Mich., 1888 The William Zehnder Jr. Family	8.520	1,200	10.22	L,D	850,000
34	Old Ebbitt Grill Washington, D.C., 1856 Stuart Davidson, John Laytham	8.481	400	17.50	B,L,D	436,800
35	The Lobster House Cape May, N.J., 1952 Wallace Laudeman, Keith Laudeman	8.479	534	38.50	L,D	651,600
36	Gallagher's Steak House New York, 1937 Jerome Brody	8.400	240	39.00	L,D	276,000
37	Mai Kai Fort Lauderdale, Fla., 1956 Mireille Thornton	8.364	475	35.00	D	229,522
38	Kelly's Roast Beef Revere, Mass., 1951 Dorothy McCarthy, Raymond Carey	8.285	0	7.90	B,L,D	1,105,016
39	Peter Luger Steakhouse Brooklyn, N.Y., 1887 Marilyn Forman-Spiera	8.254**	160	50.00	L,D	190,190
40	Stars San Francisco, 1984 Jeremiah Tower	8.000**	150	60.00	L,D	83,500
41	Canter's Los Angeles, 1948 Jacqueline Canter	7.983**	476	7.00	B,L,D	1,140,546
42	Arnaud's New Orleans, 1918 Archie Casbarian	7.843**	1,000	42.50	L,D	184,548
43	Harry Caray's Chicago, 1987 HC Management	7.825	175	32.00	L,D	288,800
44	Longhi's Lahaina, Hawaii, 1976 Robert J. Longhi, Peter Longhi	7.700	225	33.00	B,L,D	365,000
45	Harris Ranch Coalinga, Calif., 1977 John Harris, Carole Harris	7.643	500	10.76	B,L,D	734,240
46	Brennan's New Orleans, 1946 Owen Brennan	7.600	550	50.00	B,D	294,986
47	Water's Edge Long Island City, N.Y., 1984 Marika Somerstein, Stuart Somerstein	7.450	500	50.00	L,D	NA
48	Venus de Milo Swansea, Mass., 1960 Ronald Ferris, Monte Ferris	7.406	3,000	15.00	L,D	500,000
49	Dock's Oyster Bar and Seafood Grill New York, 1988 Arthur Cutler, Barry Corwin, Howard Levine	7.370	320	32.50	L,D	234,000
50	Grand Concourse Pittsburgh, 1978 C.A. Muer Corporation	7.364	564	29.09	L,D	334,880

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THE TOP 100

1991 Rank	Restaurant/city/opened/owner	Sales (in \$ millions)	Seats (incl. banquet)	Dinner check (w/bev.)	Dayparts	People served/year
51	Twin Oaks Cranston, R.I., 1933 William DeAngelus Jr.	\$7.360	550	\$40.00	L,D	484,562
52	15th Street Fisheries Fort Lauderdale, Fla., 1979 Michael Hurst	7.300	320	32.00	L,D	237,600
53	Le Bernardin New York, 1986 Maguy LeCoze, Gilbert LeCoze	7.275	120	95.00	L,D	91,450
54	Kowloon Saugus, Mass., 1960 William Wong, Madeline Wong	7.265	1,200	12.50	L,D	NA
55	Ditka's Chicago, 1986 M. Ditka, E. Pontillo, J. Vainisi	7.248	300	26.63	L,D	137,711
56	Allgauer's Fireside Restaurant Northbrook, Ill., 1974 Frank Allgauer	7.200**	1,400	18.00	B,L,D	255,500
57	Bern's Steak House Tampa, Fla., 1956 Bern Laxer, Gert Laxer	7.200**	320	33.00	D	220,200
58	Shorebird Beach Broiler Honolulu, 1979 John McManus, Eric Horst	7.177	300	17.00	B,D	295,000
59	Gibby's Steaks & Seafood Fort Lauderdale, Fla., 1978 Donald Hersh, Steven Hersh	7.120	600	21.75	L,D	400,000
60	John Dominis Honolulu, 1979 Dominis G. Anderson	7.087	280	52.89	D	133,800
61	Junior's Brooklyn, N.Y., 1950 Walter Rosen, Marvin Rosen	7.000	500	14.00	B,L,D	800,000
62	Angus Barn Raleigh, N.C., 1960 Alice Eure, Van Eure	6.995	550	31.05	D	260,275
63	Fisherman's Grotto #9 San Francisco, 1935 Nino Gerald	6.900	300	25.00	L,D	297,000
64	Pacific Dining Car Los Angeles, 1921 Wesley Idol II	6.801	185	42.00	B,L,D	259,150
65	Joe Muer's Detroit, 1929 Joe Muer	6.700	400	32.00	L,D	273,600
66	Lawry's California Center Los Angeles, 1970 Thomas J. Lipton Company	6.676	1,000	20.00	L,D	558,000
67	The Forge Miami Beach, Fla., 1968 Alvin I. Malnik	6.660	375	37.00	D	180,000
68	Sagebrush Cantina Calabasas, Calif., 1974 Robert McCord III	6.500	1,000	12.50	L,D	225,000
69	Commander's Palace New Orleans, 1883 Ella, Dick, John & Dottie Brennan	6.500**	270	43.00	B,L,D	200,000
70	Jimmy's Beverly Hills, Calif., 1978 Jimmy Murphy	6.500	400	45.00	L,D	NA
71	The Omega Niles, Ill., 1984 G. Stavropoulos & Partners	6.480	400	8.00	B,L,D	1,527,926
72	Manhattan Ocean Club New York, 1984 Alan Stillman (New York Restaurant Group)	6.408	220	60.00	L,D	110,000
73	Junior's Restaurant West Los Angeles, Calif., 1959 Marvin Saul	6.400	236	7.20	B,L,D	884,000
74	Union Oyster House Boston, 1826 Joseph Milano, Mary Ann Milano, Mary Milano	6.277	620	17.00	L,D	490,000
75	Rustic Inn Crabhouse Fort Lauderdale, Fla., 1956 Henry J. Oreal, Wayne McDonald, Wayne H. Oreal	6.250**	700	19.95	L,D	379,760

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RESTAURANTS & INSTITUTIONS

1991 Rank	Restaurant/city/opened/owner	Sales (in \$ millions)	Seats (incl. banquet)	Dinner check (w/bev.)	Dayparts	People served/year
76	Ray's Boathouse Seattle, 1949 R. Wholers, J. Sikma, E. Gingrich, E. Lasher	\$6.220**	240	\$30.00	L,D	129,591
77	The Merritt Oakland, Calif., 1952 Walter Harmon	6.200	125	6.50	B,L,D	800,000
78	Spago West Hollywood, Calif., 1982 Wolfgang Puck, Barbara Lazaroff	6.200	160	50.00	D	129,600
79	O'Sheas' Wharf Marco Island, Fla., 1976 Thomas Shea, Dolores Shea	6.200	500	17.50	L,D	NA
80	Cafe Iguana New York, 1987 Joyce Steins	6.184	300	23.00	B,L,D	171,080
81	Gotham Bar & Grill New York, 1984 J. Kretchmer, Robert Rathe, Richard Rathe, J. Bliss	6.150	175	54.00	L,D	121,040
82	Knickers Restaurant Des Plaines, Ill., 1982 Nicholas Mitchell	6.125	1,250	21.55	L,D	370,050
83	Tangier Restaurant Akron, Ohio, 1954 Edward J. George	6.111	2,000	17.50	B,L,D	210,000
84	Leona's on Sheffield Chicago, 1950 The Toia Family	6.100	400	12.50	L,D	NA
85	Louis Tambellini's Pittsburgh, 1946 John Tambellini, Andrew Tambellini	6.000	750	17.50	L,D	450,000
86	Salty's on Alki Seattle, 1985 Happy Guest International	6.000	250	25.00	L,D	350,000
87	Ben Benson's Steakhouse New York, 1982 Ben Benson	6.000	270	48.00	L,D	167,060
88	Canastel's New York, 1985 Mark Packer	6.000**	230	25.00	L,D	NA
89	Alioto's San Francisco, 1928 The Alioto Family	5.900	135	30.00	D	250,000
90	Le Madri New York, 1989 Pino Luongo, The Pressman Family	5.800	150	55.00	L,D	150,000
91	Charley's Crab Troy, Mich., 1976 C.A. Muer Corporation	5.776	345	34.32	L,D	215,488
92	Chateau Restaurant of Waltham Waltham, Mass., 1938 Louis Nocera, Marianne Skerry	5.705	800	11.50	L,D	640,530
93	The Ritz Newport Beach, Calif., 1977 Hans Prager, Charlene Prager	5.700	350	50.00	L,D	148,500
94	Montgomery Inn Montgomery, Ohio, 1951 The Ted Gregory Family	5.688	400	14.00	L,D	500,000
95	Clifton's Brookdale Cafeteria Los Angeles, 1935 Donald Clinton, Jean Roeschlaub	5.639	740	4.90	B,L,D	1,327,408
96	Regine's New York, 1976 Roger Choukroun	5.510**	120	70.00	L,D	73,150
97	Three Little Bakers Wilmington, Del., 1974 The Immediato Family	5.500	1,000	23.95	D	250,000
98	Champps Americana Minnetonka, Minn., 1990 Dean Vlahos	5.492	225	11.10	L,D	593,490
99	Fountain Blue Restaurant Des Plaines, Ill., 1977 Tim Psychogios, Gus Sizopoulos	5.400	800	12.50	B,L,D	322,660
100	Court of Two Sisters New Orleans, 1965 Joseph Fein	5.384*	600	30.00	B,D	219,000

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THE TOP 100

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101. Captain Anderson's†
Panama City Beach, Fla.;
opened 1967; sales,
\$5.373MM; seats 570;
served 289,909.

102. Unicorn Village
North Miami Beach, Fla.;
opened 1979; sales,
\$5.350MM; seats 300.

103. la Cité
New York; opened 1989;
sales, \$5.340MM; seats 330;
served 125,000.

104. Sea Watch
Fort Lauderdale, Fla.;
opened 1974; sales,
\$5.320MM; seats 240;
served 280,426.

**105. Clyde's of Tysons
Corner,** Vienna, Va.; opened
1980; sales, \$5.308MM;
seats 298; served 350,000.

**106. Harpoon Louie's
Waterfront Restaurant**
Jupiter, Fla.; opened 1980;

20 TOP CONTENDERS

sales, \$5.304MM; seats 650;
served 320,000.

107. Melrose Diner
Philadelphia; opened 1935;
sales, \$5.300MM; seats 106
served 1,000,000.

108. Palio
New York; opened 1986;
sales, \$5.236MM; seats 125;
served 67,000.

109. Ponzio's
Cherry Hill, N.J.; opened
1964; sales, \$5.200MM;
seats 400; served 473,200.

110. Café des Artistes
New York; opened 1915;
sales, \$5.200MM; seats 107;
served 118,300.

111. The River Cafe
Brooklyn, N.Y.; opened
1977; sales, \$5.200MM;
seats 120.

**112. Fishbone's Rhythm
Kitchen Cafe,** Detroit;
opened 1989; sales,
\$5.199MM; seats 300;
served 336,500.

113. Bub City
Chicago; opened 1989;
sales, \$5.135MM**; seats
2,000; served 455,000.

114. Pals Cabin
West Orange, N.J.; opened
1932; sales, \$5.125MM;
seats 500; served 400,000.

115. Father and Son Pizzeria

Chicago; opened 1947;
sales, \$5.100MM; served
728,000.

116. Mulholland Drive Cafe
New York; opened 1988;
sales, \$5.100MM; seats 170;
served 290,000.

117. China Grill
New York; opened 1987;
sales, \$5.100MM; seats 215;
served 117,500.

118. Occidental
Washington, D.C.; opened
1986; sales, \$5.100MM;
seats 185.

119. Brennan's of Houston
Houston; opened 1967;
sales, \$5.082MM**;
seats 375; served
199,650.

**120. Bimini Boatyard Bar
and Grill,** Fort Lauderdale,
Fla.; opened 1989; sales,
\$5.077MM; seats 340;
served 297,012.

What issues pose the biggest challenges for operators of nation's largest independent restaurants? Region by region, the answers are primarily the same: the difficult economy, figuring out how to hold prices steady in the face of rising costs, finding good help and top quality supplies, and dealing with stringent governmental regulations.

EAST

"Surviving a recession."
—*Christo's, Brockton, Mass.*

"The economy; rising costs; potential for declining sales; availability of fish, seafood and shellfish." —*Dock's Oyster Bar and Seafood Grill, New York*

"Rising cost of employee benefits; continued burden of FICA tax on tips; cost of government compliance and regulations." —*Twin Oaks, Cranston, R.I.*

ISSUES & CONCERNS

"Should we reduce staff and/or prices?" —*Water's Edge, Long Island City, N.Y.*

"The economy, which has resulted in layoffs and very slow economic activity and rising costs." —*Kowloon, Saugus, Mass.*

"Health insurance; environmental issues; credit crunch—available financing sources." —*Pals Cabin, West Orange, N.J.*

WEST

"Customer value perception; staff and management training; labor market." —*Harris Ranch, Coalinga, Calif.*

"Trying to keep costs down in order to keep our menu at prices families can

afford." —*Spenger's Fish Grotto, Berkeley, Calif.*

"Continuation with a tight labor market; potential impact of economic conditions on tourism; customer dining patterns." —*Space Needle, Seattle*

MIDWEST

"Cost of labor; quality of human resources." —*Bob Chinn's Crabhouse, Wheeling, Ill.*

"To maintain profitability with the increasing wage pressures that we're experiencing." —*Frankenmuth Bavarian Inn, Frankenmuth, Mich.*

"Food costs and the diminishing supply of labor." —*Knicker's, Des Plaines, Ill.*

"Hospitalization costs for employees; an inadequate labor market; extremely value/cost conscious consumer." —*Tangier, Akron, Ohio*

SOUTH & SOUTHEAST

"Recycling; preparing for new handicap laws." —*The Angus Barn, Raleigh, N.C.*

"Recession and the effect on tourism; quality help; seafood pricing and availability." —*Harpoon Louie's, Jupiter, Fla.*

"Improving the quality of service." —*The Forge, Miami Beach, Fla.*

"Recession; inflation; health insurance; work compensation; fuel costs." —*Unicorn Village, North Miami Beach, Fla.*

"Changing government regulations, unavailability of foods to meet our standards." —*Rascal House, Miami Beach, Fla.*

THE TOP 100

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Restaurants too new to make the ranking this year that are likely to be among the Top 100 in coming years include the following:

Chesapeake House, New York: Owner Peter Ashkenazy teamed with real estate developers Arthur Cohen and Elli Hirschfeld to build this 300-seat seafood restaurant in a former Shubert theater. Ashkenazy projects first-year sales of \$6 million for the restaurant, scheduled to open in April.

Wilt Chamberlain's, Boca Raton, Fla.: Opened in January, this combination sports bar and family restaurant is the most recent offering from south Florida restaurateurs Dennis Max and Burt Rapoport. Max projects first-year sales of \$6 million for the 175-seat restaurant.

TriBeCa Grill, New York: Drew Nieporent opened this TriBeCa hotspot with a foot-long list of celebrity



backers on April 19, 1990. With Chef Donald Pintabona handling the solid menu, Nieporent and company have managed to survive the fickle conceits of New York's see-and-be-seen crowd to develop a loyal neighborhood clientele. Nieporent projects first-year sales in excess of \$6 million.

Sam and Harry's, Washington, D.C.: Michael Sternberg and Larry Work's belief that Washingtonians were tired of "cute, fussy food" prompted them to open this 168-seat steakhouse in April. Emulation of the meat-and-potatoes formula that developed loyal clientele at classic steakhouses, including The Palm

and Lawry's The Prime Rib, is paying off: The restaurant will gross \$4 million in first-year sales.

Black Forest Tavern and Gardens, Houston: The first restaurant venture of Houston pub operator Fintan Keyes, the Black Forest combines an authentic German pub and 175-seat restaurant with a sprawling, year-round outdoor beer garden that seats 2,500 and features a 6-week-long annual Oktoberfest celebration and other music fests. Keyes projects first-year sales in excess of \$4 million for the Black Forest, which opened in August 1990.

Broadway Deli, Santa Monica, Calif.: California

restaurateurs Bruce Marder, Marvin Zeidler and Michel Richard confidently projected first-year sales of \$8 million for this international deli before it even opened. Since its launch in May 1990, the 200-seat restaurant has been generating revenues in excess of \$600,000 a month—right on target. Open nearly round the clock, (7 a.m.-2 a.m. daily), the deli has a broad menu. Checks average \$14.

Eureka Restaurant and Brewery, West Los Angeles, Calif.: Wolfgang Puck and Barbara Lazaroff's bustling brewpub features three kinds of beer brewed on premises and an eclectic menu that mixes ethnic metaphors. Opened in May 1990, the restaurant seats 180. The bar—which has a separate menu—seats 34 more. Owners project first-year sales in excess of \$5.5 million.

There will be fewer new restaurants from operators of the nation's highest-grossing restaurants this year than there were last. Last year, restaurateurs discussed plans for 36 new restaurants; this year 15 are planned.

EAST COAST

Joyce Steins, owner of Cafe Iguana (80), New York, opened Le Bar Bat, a Pan-Asian restaurant, in New York in February. . . . **Siblings Maguy and Gilbert Le Coze**, owners of Le Bernardin (53), New York, are planning a casual restaurant to open in Miami's Coconut Grove district in September 1991. . . . **Walter and Marvin Rosen**, owners of Junior's (61) in Brooklyn will be opening a Manhattan branch this year. . . . **Pino Luongo**, co-owner with the Pressman family of New York's Le Ma-



dri (90), plans a Chicago Le Madri and will be duplicating his Dallas Piccola Cucina concept in Washington, D.C., and Tokyo this year. . . . **Vittorio Testa**, owner of the Leonardo da Vinci Ristorante (30), Washington, D.C., is negotiating for space to open a new restaurant on the East Coast this year. . . . **John M., John E. and Albert Taxin**, owners of Philadelphia's Old Original Bookbinders (27), hope to open another restaurant in Philadelphia, (or within a 100-mile radius of the city). . . . **Brian McCarthy**, who's been selling roast beef sandwiches to walk-up customers at Kelly's Roast Beef

(38), Revere Beach, Mass., for 40 years, is taking his sandwich savvy to Boston's North Shore. McCarthy plans a 300-seat restaurant with parking for 160 and a double-drive-thru to open late in 1991.

MIDWEST

Dean Vlahos, owner of Champps Americana (98) in Minnetonka, Minn., is opening two restaurants this year: one this month in New Brighton, Minn., the other in Cincinnati in September. . . . **Herman and Jan Berghoff**, owners of The Berghoff (24) in Chicago, teamed with general partner **William Marquardt** and in-

vestment banker **Armand Norhead** to open The Berghoff Brewery and Restaurant in Chicago the first of this month.

SOUTH & SOUTHEAST

The Brennan family, owners of Commanders Palace (69) in New Orleans and a contender, Brennan's of Houston, have leased space in New Orleans' De la Poste Motor Hotel to open a new restaurant in April. The family also is opening the Palace Cafe in New Orleans' turn-of-the-century Werlein's music building this year.

WEST

Wolfgang Puck and Barbara Lazaroff, owners of Spago (78), West Hollywood, Calif., say their restaurant in the works, Granita, will open in Malibu, Calif., this May. **R&I**

ACTION EXPRESS

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Mark A. Strauss, National Sales Director.

Midwest: Rose Deneen, National Sales Coordinator; Candice J. Hammett, Regional Manager; David Weil, Regional Manager; Patricia McGowan, Recruitment/Classified Advertising Manager, Cahners Plaza, 1350 E. Touhy Ave., P.O. Box 5080, Des Plaines, IL 60017-5080. Phone: (708) 635-8800.

East Coast: William Lazar, Regional Manager, 8 Stamford Forum, P.O. Box 10277, Stamford, CT 06904-2277. Phone: (203) 328-2547. Michael Cardello, Regional Manager and National Sales Manager/Beverage Alcohol, 249 W. 17th St., New York, NY, 10011-5301. Phone: (212) 463-6480. Central Area: Jerry Stiegler, Regional Manager, 621 Euclid Ave., Cleveland, OH 44115-2186. Phone: (216) 696-1800. Southeast: Thomas McElhinny, Regional Manager, Suite 395, 6520 Powers Ferry Rd., Atlanta, GA 30339-2911. Phone: (404) 955-6500. West Coast: John Barkan, Regional Manager, Room 807, 582 Market St., San Francisco, CA 94104-5311. Phone: (415) 981-2594. Rebecca Roberts, Regional Manager, 18818 Teller Ave., #170, Irvine, CA 92715-1679. Phone: (714) 851-9422. Southwest: Michael Cardello, Regional Manager, Suite 515, 13740 Midway Road, Dallas, TX 75244-4314. Phone: (214) 980-0318.

Japan: Kaoru Hara, Dynacore International Inc., Suite 1003—Sun-Palace Shinjuku, 8-12-1 Nishishinjuku Shinjuku-ku, Tokyo 160, Japan. Phone: (03) 366-8301.



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